



Online Research Quality Council

Client & Knowledge Driven Standards and Metrics

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» Today's Agenda

- Review progress to date
 - “Foundation of Quality” Research-on-Research Study
 - Quality Metrics
- Industry Support & Funding
- New Governing Board
- New Industry Solution Committee
- 2009 ORQC Schedule
- Industry Lessons Learned (Netherlands)



» Industry Support & Funding

- To date, have received funding support from:
 - Capital One (in progress)
 - Coca-Cola (in progress)
 - General Motors
 - Microsoft
 - P&G (in progress)
 - Harris Interactive
 - Lightspeed (partial payment)
 - Knowledge Networks
 - NPD (partial payment)
 - OTX (in progress)
 - TNS (partial payment)
 - IRI (in progress)
- We need additional support to support the 'Foundation of Quality' Research-on-Research study



» Industry Support & Funding – Why provide assistance?

- A preview of results in advance of the release of the official report
- Participation in the interpretation of results and the development of an industry-wide solution
- Receipt of a complimentary copy of the detailed findings and a supporting data set (within the guidelines of company and panelists' privacy commitments)
- An online quality metrics guidebook to put the results into action for your company
- Eligibility for active participation on a new 'Industry Solution' Committee



» New Governing Board

- Key objective of the ORQC was to provide a forum for both buyers and sellers of online research to come together to develop solutions to the key issues facing the industry
 - Originally had established a Steering Committee (consisting of major research agencies) and a Client Advisory Board
 - Starting in 2009, will create an integrated ORQC Governing Board co-chaired by Kim Dedeker, Robert I. Tomei and Joel Rubinson
 - Will reduce the number of members to ensure it can be an effective forum
 - Members to be announced in the next couple of weeks and will be highlighted in the ORQC Newsletter
 - Monthly Governing Board conference calls to be held going forward



» New Industry Solution

- Based on ‘lessons learned’ and as the ORQC moves into Phase II, we will be creating a new Committee – Industry Solution:
 - A key objective of will be tasked to evaluate various potential solutions (systems, applications, processes, etc.) that may be available and/or need to be developed to address key quality objectives
 - Open Sample
 - Sigma Validation
 - MarketTools
 - Peanut Labs
 - Others?
- To be co-chaired by client and research agency
- Members to be limited to those companies that have ‘sponsored’ the “FoQ” Research-on-Research Study



» 2009 ORQC Schedule:

- All meetings scheduled Tuesdays for 2:00 PM EST and are held at the ARF's New York Office
 - March 3rd
 - June 9th
 - September 15th
 - December 8th



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Thank You!